GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:41
ANSWERED ON:30.11.2015
Introduction of Moblie App to Help Tourists
Bharathi Mohan Shri R.K.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any plan to introduce new mobile app to help the tourists understand the heritage and significance of place better with audio-visual guide;
(b) if so, the details thereof along with the action taken by the Government in this regard;
(c) whether the Government has any plan to set up helpline service with 24 x 7 for tourists;
(d) if so, the details thereof along with the action taken by the Government thereon; and
(e) if not, the reasons therefor?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism launched the 'Incredible India' mobile application in September 2014 to assist international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities/Tourist centers including heritage significance of the place. The Ministry is in the process of selecting a vendor for augmenting app presence along with other IT initiatives.

(c) and (d): The Ministry of Tourism has set up the 'Incredible India Help Line' 24x7 service for tourists w.e.f. 26.12.2014 in Hindi and English as a pilot project to guide the tourists. This service is available as toll free on telephone 1800111363 or on a short code 1363.

(e): Does not arise.
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